

**Title** Measuring competitiveness of Malaysia's pineapple trade market: A comparison between the selected exporting countries measuring

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### **Abstract**

The major purpose of this paper is to assess Malaysia's competitiveness in pineapple's trade market as compared to other selected exporting countries comprising Philippines, Thailand, China and Indonesia since Malaysia have faced a growing competition in pineapple export market for decades. Carraresi and Banterle (2008) stated that an analysis of competitiveness is usually carried out by assessing trade indices, comparing trends and countries in the international markets. Thus, the analysis of trade indices includes export market share (EMS), relative export advantage (RXA), relative import advantage (RMA), relative trade advantage (RTA), revealed competitiveness (RC), and net export index (NEI) are used in this study. The annual time series data starting from 1961 to 2008 published by the United Nations Commodity Trade Database and Food and Agriculture Organization statistic is analyzed in this study. The trade indices introduced by Vollrath (1987, 1989 and 1990) and Balassa (1965) are considered, and the result shows that the mean values of export market share (EMS) for Malaysia decreased tremendously from 44.9% to 1.1% during 1961-1965 and 2001-2005, periods, respectively. The Philippines has maintained its position as the largest share in pineapple export market since 1980s. However, the positive values of both relative trade advantage (0.854 to 2.123) and the revealed competitiveness (1.378 to 5.533) indicate Malaysia has both comparative and competitive advantage in pineapple sub sector. Also, the logarithmic form of relative export advantage measured the positive values index (0.061 to 1.213) from 1989 to 2007, except in 2004 (-0.050), and the net export index (0.506 to 0.949) indicates that Malaysia has the competitiveness and comparative advantage in exporting pineapple to global markets.