



**EXPORT PERFORMANCE OF MALAYSIAN FROZEN SHRIMP  
INDUSTRY AGAINST SELECTED ASEAN COUNTRIES**

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## **ABSTRACT**

The recent liberalisation of trade in ASEAN has promoted more regional trade in shrimp among the ASEAN countries as well as trade with countries outside the region. An important issue arising from the liberalisation of trade concerns the increased pressure of competition and direct rivalry among Malaysia and the other ASEAN countries for the export of shrimps in the international markets. This paper analyses the export performance and competitiveness of Malaysian frozen shrimp against three other ASEAN countries, that is Indonesia, the Philippines and Thailand, in the Japanese market. Four different methods, namely constant-market-share analysis, shift-share analysis, revealed comparative advantage indices and price competitiveness indices are used to examine the degree of export rivalry or competition among these countries. The results of the analyses indicate that although Malaysia is a small exporter, its frozen shrimps are very competitive among the ASEAN exporters in the Japanese market. However, in the wake of an increasingly competitive global trading environment and the emergence of environmental concerns and stringent import regulations in the developed markets, this study calls for the diversification of the Malaysian shrimp export markets and the reassessment of the various factors that influence Malaysia's shrimp export competitiveness.

## CONTENTS

Acknowledgements	ii
Abstract	iii
List of Tables	vi
List of Figures	vii
List of Appendices	viii
Abbreviations	ix
 CHAPTER 1	
INTRODUCTION	1
1.1	International Fishery Trade 1
1.2	Liberalisation of Fishery Trade 2
1.3	Malaysian Fishery Trade 4
1.4	Objectives and Scope of the Study 5
 CHAPTER 2	
LITERATURE REVIEW AND METHODOLOGY	7
2.1	Literature Review 7
2.1.1	Constant-Market-Share Analysis 7
2.1.2	Shift-Share Analysis 13
2.1.3	Revealed Comparative Advantage 18
2.1.4	Price Competitiveness 20
2.2	Methodology 21
2.2.1	Constant-Market-Share Analysis 22
2.2.2	Shift-Share Analysis 24
2.2.3	Revealed Comparative Advantage 26
2.2.4	Price Competitiveness 26
2.3	Source of Data 27

CHAPTER 3	SHRIMP INDUSTRY	28
3.1	World Shrimp Production	28
3.2	ASEAN Shrimp Production	28
3.3	International Trade for Shrimp	34
3.4	Issues Affecting Shrimp Trade	40
3.5	Outlook for ASEAN Shrimp Trade	43
CHAPTER 4	EMPIRICAL ANALYSIS OF THE EXPORT PERFORMANCE OF FROZEN SHRIMP	45
4.1	Constant-Market-Share Analysis	45
4.2	Shift-Share Analysis	50
4.3	Revealed Comparative Advantage	54
4.4	Price Competitiveness	56
4.5	Exchange Rate	62
4.6	Production Efficiency	64
4.7	Summary of Results	66
CHAPTER 5	PROSPECTS OF SHRIMP TRADE	69
5.1	Future Supply	69
5.2	Market Potential	71
5.3	Factors for Success in Shrimp Trade	75
5.4	Demand and Price Outlook	77
CHAPTER 6	CONCLUSION	79
	BIBLIOGRAPHY	84
	APPENDICES	88

## LIST OF TABLES

Table 1	Production of Shrimp from 1989 to 1998	29
2	Japan's Top 20 Shrimp Exporters in 1998	37
3	Constant-Market-Share Analysis : Exports of frozen shrimp to Japan by individual ASEAN country against the other three ASEAN countries	46
4	Constant-Market-Share Analysis : Exports of frozen shrimp to Japan by individual ASEAN country against the rest of the world	46
5	Average Price of Shrimp Imports into Japan, 1995-1998	49
6	Shift-Share Analysis : Exports of frozen shrimp to Japan by individual ASEAN country	51
7	Revealed Comparative Advantage of ASEAN Countries' Frozen Crustacean	55
8	Exports of Frozen Shrimp by the four ASEAN Countries to the Japanese Market, 1989-1998	57
9	Export Prices, Export Price Indices and Price Competitiveness Indices of ASEAN Countries' Frozen Shrimp to the Japanese Market	57
10	Changes in Export Price Indices and in Indices of Price Competitiveness of ASEAN Countries' Frozen Shrimp to the Japanese Market	61
11	Exchange Rate of ASEAN Currencies as at End December, 1992 to 1998	62
12	Changes in Shrimp Export Prices and Exchange Rates	63
13	Annual Performance of Intensive Shrimp Farms in the four ASEAN Countries	65

## LIST OF FIGURES

Figure 1	Shrimp Production in the four ASEAN Countries, 1993-1998	30
2	Total Shrimp Imports into Japan, 1989-1998	35
3	ASEAN Shrimp Imports into Japan, 1989-1998	36
4	Indonesia : Indices of Price Competitiveness and Percentage of Market Shares for Exports of Frozen Shrimp to the Japanese Market	59
5	Malaysia : Indices of Price Competitiveness and Percentage of Market Shares for Exports of Frozen Shrimp to the Japanese Market	59
6	The Philippines : Indices of Price Competitiveness and Percentage of Market Shares for Exports of Frozen Shrimp to the Japanese Market	60
7	Thailand : Indices of Price Competitiveness and Percentage of Market Shares for Exports of Frozen Shrimp to the Japanese Market	60

## **LIST OF APPENDICES**

Appendix 1	Japanese Imports of Frozen Shrimp, 1989-1998	88
2	Indices of Price Competitiveness and Percentage of Market Shares for Exports of Frozen Shrimp to the Japanese Market	89



## **ABBREVIATIONS**

AFTA-CEPT	ASEAN Free Trade Area's Common Effective Preferential Tariff
ASEAN	Association of South East Asian Nations
ASEAN-4	Indonesia, Malaysia, the Philippines and Thailand
CMS	Constant-market-shares
EU	European Union
FAO	Food and Agriculture Organisation
HACCP	Hazard Analysis Critical Control Point
MFN	Most Favoured Nation
NACA	Network of Aquaculture Centres in Asia-Pacific
NAP3	Third National Agricultural Policy
NICs	Newly Industrialising Countries
NIEs	Newly Industrialising Economies
PCI	Price Competitiveness Index
RCAI	Revealed Comparative Advantage Index
SITC	Standard Industrial Trade Classification
TEDs	Turtle Excluder Devices