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.
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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