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MEASURING THE DEGREE OF MARKET POWER AMONG BROAD BEAN EXPORTERS TO EGYPT

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Abstract:

Market power of exporting countries into a specific market is an important issue for decision makers within that market. It is also an important issue for exporting countries since it can be related to the ability of the country to increase its access to the market. Competitiveness indicators including; comparative advantage, market share, market penetration rate, instability coefficient of exports, competitiveness of export price, competitiveness of production, relative price, and relative stability of production in addition to residual demand model are used to measure the perfect competition conditions in the market and, accordingly, measure the market power of the different competitors. Australia, France, and UK are the more competitive exporting countries of Broad Bean to Egypt. However, China is a promising exporter with low prices and stable production

Broad Bean is the major Legumes consumed in Egypt as it represents about two thirds of the legumes cultivated area. It's, also, popular food for most of the Egyptian. The self-sufficiency of Broad Bean in Egypt in 2015 accounted for only 30% and its imports accounted for 4.78 billion USD representing 9.77% of Egypt total imports of food as an average for the period 2000-2015 sourced mainly from Australia, France, UK, China, and Turkey. The five countries export 96% of Egypt total imports of Broad Bean. Competitiveness indicators and residual-demand model are used to measure the market power of the exporting countries of Broad Bean to Egypt. Export prices, quantities exported, and values of exports by the five countries significantly increased over the study period 2000-2015. Australia, France, and UK are shown to have comparative advantages and more able to penetrate the Egyptian market comparing to China and Turkey. They are, also, more committed to fulfil the required imports by Egypt. Competitiveness of the export prices for China and Turkey are higher comparing to other countries due to the low relative prices. The competitiveness of China production and its relative stability reflects the potentiality of China to be a major exporter of Broad Bean to Egypt. A perfect competition conditions dominates the market as the inverse



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