



REGIONAL TRADE DATA ANALYSIS

IDENTIFYING NEW MARKETS FOR GEORGIAN EXPORTS

FINAL

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DATA

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ABSTRACT

Trade balances of countries in the Caucasus, Black Sea, Central Asia and Middle East regions are analyzed to identify new markets for promising Georgian export goods and services. The most significant goods and services with a trade deficit (the top 100) are identified from each country and are analyzed alongside corresponding Georgian exports. Particular attention is given to those sectors EPI initially identified in their sector assessment: pharmaceutical goods, wood construction materials, apparel and shoes, paper, and plastic products.

ABBREVIATIONS

HS codes	Harmonized System codes
ITC	International Trade Organization
OECD	Organization for Economic Co-operation and Development
WEF	World Economic Forum
UNSTATS	United Nations Statistics Division
UNCOMTRADE	United Nations Commodity Trade Statistics Database
UNCTAD	United Nations Conference on Trade and Development

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I. EXECUTIVE SUMMARY

The majority of Georgia's leading exports are material-intensive, low value-added goods.

Table 1: Georgia's Ten Largest Export Categories between 2008 and 2010 (Annual Average)

HS Code	Product	Exports (thousand USD)	Percentage of Total
	All Products	1,308,302	100
'7202	Ferro-alloys	219,749	16.8
'7204	Gold, unwrought or in semi-manufactured forms	100,696	7.7
'7108	Ferrous waste and scrap	100,318	7.7
'3102	Copper ores and concentrates	83,603	6.4
'2603	Mineral or chemical fertilizers	79,158	6.1
'0802	Nuts	55,151	4.2
'7404	Spirits, liqueurs, other spirit beverages, alcoholic preparations	44,995	3.4
'2709	Cars (including trailers)	41,222	3.2
'9705	Portland Cement	36,006	2.8
'2204	Wine of Fresh Grapes	35,071	2.7

This report attempts to analyze trade deficits in countries in the Caucasus, Black Sea, Central Asia and Middle East regions to suggest new export opportunities for Georgia.

The range of leading export goods has been narrow for several years: metals, fertilizers, alcohol, and nuts. Agricultural products comprised significant exports during the Soviet period: the largest export groups in Soviet Georgia were agricultural and processing industry production (about 50% of total exports or USD 4.5 billion in 1990¹). Since the collapse of the Soviet Union, some low value-added, material-intensive goods, mostly metals, have become leading exports.

The more a country develops; typically the more higher value-added goods are anticipated to be exported. Similarly, the range of export goods is also likely to increase over time. This report identifies new promising export goods for Georgia and opportunities for value-added.

Agriculture provides half of total employment in Georgia and typically is the only source of income for the country's rural population. Agricultural export development will significantly contribute to job creation and poverty reduction, especially in rural areas. Agricultural export development may also contribute to employment generation in the industrial sector: employment can be generated in the processing industry (for example, fruit crops can be

¹ World Bank. 1994. Statistical Handbook. States of the Former USSR, Studies of Economies in Transformation; Washington, DC: WB.

sent for processing to make juice concentrates and preserves). The report also analyzes the demand for agricultural product exports in the region.

Georgia has little capital and few technologies to develop capital-intensive and technology-intensive export products. In the short-term, some export services can be considered higher value-added exports for Georgia. This report also analyzes the services trade deficit in countries in the selected regions. The focus on services is justified considering the barriers to the manufacturing sectors (small market, logistics constraints, closed borders and conflict risks).

Finally, export goods in the sectors identified through EPI's initial research are analyzed to investigate new market opportunities in the selected regions.

II. APPENDICES

A. METHODOLOGY

B. FINDINGS & RECOMMENDATIONS

C. STATISTICAL DATA

A. METHODOLOGY

Trade balances for countries in the Black Sea, Central Asia and Middle East regions for the period 2007-2009 (2010 for Middle East countries) were analyzed. National Statistics Office of Georgia, ITC, OECD, UNSTATS, UNCOMTRADE, and UNCTAD sources were used. The top 100 goods for which there was a trade deficit in 2007-2009 (2010 for Middle East), by value, were filtered out from the data (average annual amount).

Countries were assessed in groups:

- Neighboring Countries: Armenia, Azerbaijan, and Turkey;
- Central Asian Countries: Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, and Kyrgyzstan;
- Black Sea Countries: Ukraine, Romania, Bulgaria;
- Region: Neighboring Countries, Central Asian Countries, and Black Sea Countries (all countries excluding Middle East countries);
- Middle East Countries 1: Egypt, Israel, Lebanon, and Jordan;
- Middle East Countries 2: Iran, Iraq, and Syria;
- Middle East Countries 3: UAE, Qatar, Kuwait, Oman, and Saudi Arabia;
- Middle East Countries: Middle East Countries 1, Middle East Countries 2, and Middle East Countries 3.

Georgia's three-year average export value (2007-2009) (2007-2010 for Middle East analyses) is calculated and corresponding export figures are identified for the regional countries' top 100 trade deficit goods (at HS codes 4-digit level).

Findings were discussed within the EPI team. Interviews with EPI staff were conducted to brainstorm on the selection of promising export goods.

B. FINDINGS & RECOMMENDATIONS

One of the largest trade deficits in the regions is for iron products:

- USD 2,903 million in neighboring countries for flat-rolled iron products, non-plated or coated (7208), USD 892 million for semi-finished products of iron or non-alloy steel (7207), USD 490 million for flat rolled iron products plated or coated (7210), USD 396 million for tubes, pipes and hollow profiles, seamless, of iron or steel (7304); USD 385 million for flat rolled iron products of iron/non-alloy steel (7209);
- USD 2,044 million for tubes and pipes of iron or steel (7305) in Central Asian countries, USD 1,001 million for tubes, pipes and hollow profiles, seamless, of iron, or steel (7304), USD 376 million for tubes, pipes and hollow profiles of iron or steel, rebar (7306), USD 379 million for other iron products (7318, 7326);
- USD 770 million in Black Sea countries for flat rolled iron products plated or coated (7210), USD 451 million for semi-finished products of iron or non-alloy steel (7207), USD 602 million for other iron products (7318, 7326).
- USD 2,237 million in the Middle East (UAE, Qatar, Kuwait, Oman, and Saudi Arabia) for tubes, pipes and hollow profiles, seamless, of iron, or steel (7304), USD 1,568 million for flat-rolled iron products, non-plated or coated (7208), USD 1,376 million for semi-finished products of iron or non-alloy steel (7207), USD 986 million for tubes and pipes of iron or steel (7305), USD 739 million for flat rolled iron products plated or coated (7210) and USD 518 million for tubes, pipes and hollow profiles of iron or steel, rebar (7306);
- USD 1,250 million in the Middle East (Egypt, Israel, Lebanon, and Jordan) for semi-finished products of iron or non-alloy steel (7207), USD 910 million for ferrous waste and scrap (7204) and USD 611 million for tubes, pipes and hollow profiles of iron or steel, rebar (7306);
- USD 2,026 million in the Middle East (Iran, Iraq, and Syria) for semi-finished products of iron or non-alloy steel (7207), USD 1,335 million for flat-rolled iron products, non-plated or coated (7208), USD 903 million for tubes, pipes and hollow profiles, seamless, of iron, or steel (7304) and USD 691 million for flat rolled iron products plated or coated (7210).

These products can be made from scrap metal; one of Georgia's largest export groups. Finished and semi-finished iron product exports would be higher value-added than scrap metal exports.

- From EPI's initially selected sectors, the following goods have significant trade deficits in the region:
 - Medicament mixtures (3004, USD 19 million Georgia's exports):
 - USD 3,885 million deficit in Black Sea countries
 - USD 2,793 million deficit in Central Asian Countries
 - USD 927 million deficit in neighboring countries;

- USD 2,606 million deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia
 - USD 1,238 million in Egypt, Israel, Lebanon, and Jordan
 - USD 932 million in Iran, Iraq, and Syria
- Medicament mixtures not in dosage: USD 904 million in the Middle East (3003, USD0.04 million Georgia's exports)
- Apparel: USD 1,735 million in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (6204, 6104, 6203, USD 10.197 million Georgia's exports)
- Paper products: USD 1,374 million in neighboring countries (4810, 4801, 4804, 4811), USD 1,194 million in Black Sea countries (4810, 4802, 4818), USD 120 million in Central Asian countries (4818);
- Plastic products: USD 1,585 million in Black Sea countries (3926, 3920, 3923, 3921), USD 297 million in neighboring countries (3926);
- Wood construction materials: USD 440 million in Central Asian countries (4407); USD 1,226 in Egypt, Israel, Lebanon, and Jordan; and USD 624 million in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (USD 13.168 million Georgia's exports)
- Agricultural products have the biggest trade deficit in regional countries:
 - USD 280 million for citrus fruit, fresh or dried (0805, USD 8 million Georgia's exports) in Black Sea countries;
 - USD 124 million for tea (0902, USD 1.5 million Georgia's exports) in Central Asian countries.
 - USD 540 million for cheese and curd (0406) in UAE, Qatar, Kuwait, Oman, and Saudi Arabia
- Some promising products that can be produced in Georgia that have a trade deficit in the regions:
 - Furniture: USD 351 million deficit in Central Asian countries; USD 1,516 million deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (9403, USD 3 million Georgia's exports)
 - Chocolate products: USD 235 million deficit in Central Asian countries (1806, USD 0.5 million Georgia's exports)
 - Articles of jewelry & parts thereof: USD 6,273 million deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (7113, USD 0.029 million Georgia's exports)
 - Aircraft & spacecraft (satellites): USD 4,413 million deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (8802, USD 5.861 million Georgia's exports)
 - Insulated wires/cables: USD 2,481 million deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia, and USD 513 million trade deficit in Iran, Iraq, and Syria (8544, USD 0.0009 million Georgia's exports)
 - Portland Cement: USD 541 million trade deficit in UAE, Qatar, Kuwait, Oman, and Saudi Arabia (2523, USD 36.006 million Georgia's exports)

Services

The following services have a trade deficit in the region:

Table 2: Average Annual Trade Balance for Top Twenty Services in the Region (all countries excluding Middle East countries) versus Georgia in 2007-2009. (Thousand US Dollars)

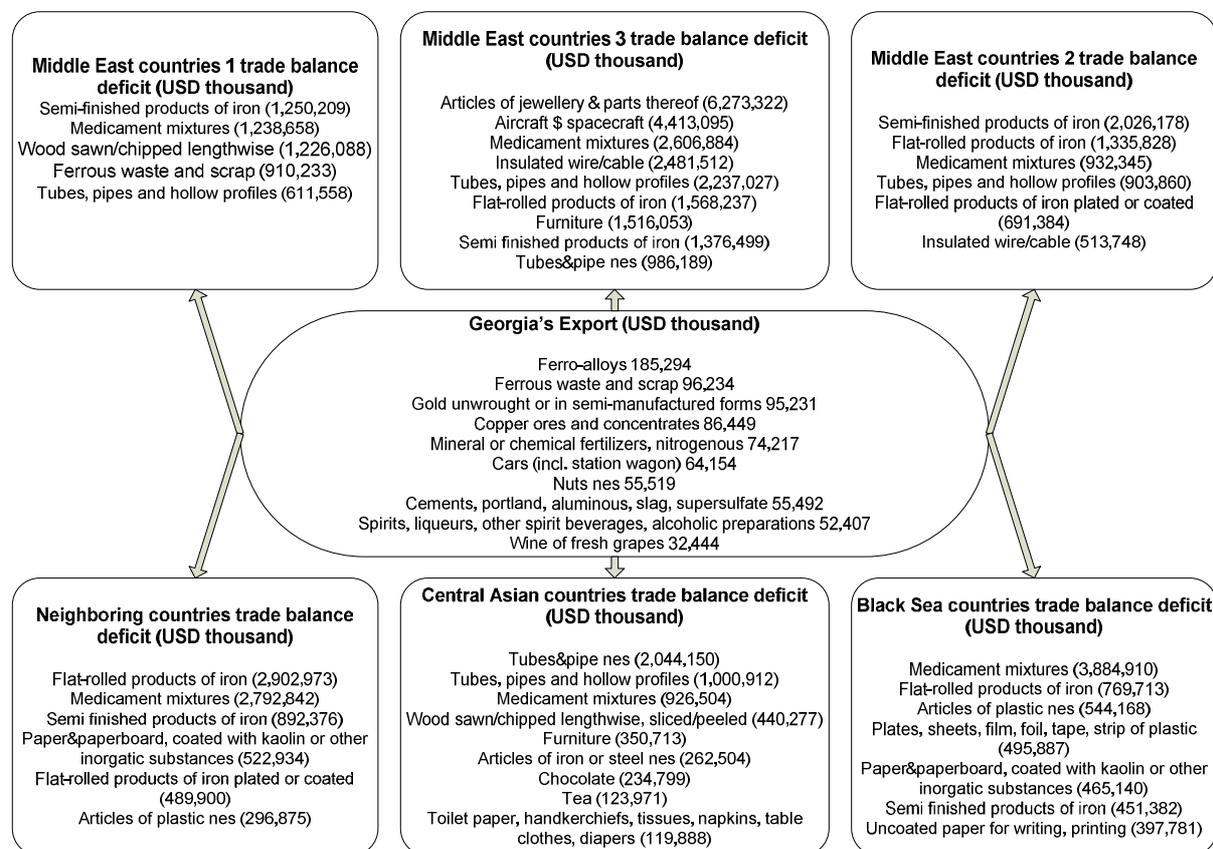
Georgia's Exports	Code	Service	Regional Trade Balance
1,220,287	'200	Total services	(10,011,429)
5,733	'208	-- -- Sea transport – freight	(5,501,677)
-	'251	-- Construction services	(5,371,857)
1,153	'280	-- -- Architectural, engineering and other technical consultancy	(2,248,802)
2,897	'284	-- -- Other miscellaneous business, professional and technical services	(2,006,824)
10,683	'260	Financial services	(1,393,921)
31,103	'225	-- -- Road transport – Freight	(1,123,199)
384,577	'216	-- -- Other transport – Freight	(1,015,053)
111,847	'221	-- -- Rail transport – Freight	(989,365)
4,220	'277	-- -- -- Business and management consultancy, public relations services	(909,405)
14,360	'272	-- Operational leasing services	(751,618)

The following are trade deficit services in the regional countries and Middle East countries (all countries):

Table 3: Average Annual Trade Balance for Top Twenty Services in the Region and Middle East versus Georgia in 2007-2009. (Thousand US Dollars)

Georgia's Export	Code	Service label	Regional Trade balance
5733	'208	-- -- Sea transport - Freight	(14 012 785)
31103	'225	-- -- Road transport - Freight	(4 466 478)
384577	'216	-- -- Other transport - Freight	(4 248 775)
10683	'260	Financial services	(3 377 398)
2897	'284	-- -- Other miscellaneous business, professional and technical services	(3 095 398)
85557	'209	-- -- Sea transport - Supporting, auxiliary and other sea transport services	(2 968 868)
1153	'280	-- -- Architectural, engineering and other technical consultancy	(2 301 043)
9563	'217	-- -- Other transport - Other	(2 148 942)
11183	'255	-- Freight insurance	(1 856 826)

With high education levels and a pro-business environment, there may be potential to become a services hub for the region – call centers, finance, HR, engineering, architectural and business consultancy, etc.



RECOMMENDATIONS

- 1) Analyze iron product groups (7207, 7208, 7209, 7210, 7304, 7305, 7306, 7318, 7326) and establish whether Georgia has a competitive advantage to produce and export these goods to the region and Middle East;
- 2) Further analyze medicament mixture (3004) imports in the region and Middle East, establish whether Georgian exporters can trade with the region's and Middle East's importers;
- 3) Further explore imported paper and plastic goods, wood construction materials, citrus and tea products, insulated wire/cable, cements and top trade deficit services in the region/Middle East, analyze market requirements for these goods and services in the region and Middle East countries;
- 4) Investigate opportunities to produce and export jewelry products, aircraft, furniture and chocolate products that are in demand within the region and Middle East countries.

C. STATISTICAL DATA

Term	Description
Neighbors	Trade balance analysis of Armenia, Azerbaijan, and Turkey
Central Asia	Trade balance analysis of Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, and Kyrgyzstan
Black Sea	Trade balance analysis of Ukraine, Romania, and Bulgaria
Neighbors Sum	Sum of the trade balance analysis of Armenia, Azerbaijan, and Turkey
Central Asia Sum	Sum of the trade balance analysis of Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, and Kyrgyzstan
Black Sea Sum	Sum of the trade balance analysis of Ukraine, Romania, and Bulgaria
Middle East 1	Trade balance analysis of Egypt, Israel, Lebanon, Jordan
Middle East 2	Trade balance analysis of Iran, Iraq, Syria
Middle East 3	Trade balance analysis of UAE, Qatar, Kuwait, Oman, and Saudi Arabia
Middle East Sum	Sum of the trade balance analysis of all Middle East countries
Services Sum	Sum of the trade balance analysis of services of all countries

AVERAGE ANNUAL NEIGHBORING COUNTRIES' TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2007-2009, (THOUSAND US\$)

Georgia's Exports 2007-2009 (US\$, thousand)	Code	Product	Trade Balance Sum 2007-2009 (US\$, thousand)
26 597	'2709	Crude petroleum oils	(11 279 497)
96 234	'7204	Ferrous waste and scrap	(6 128 634)
1 799	'2710	Petroleum oils, not crude	(3 822 418)
291	'2701	Coal	(2 966 218)
3	'7208	Flat-rolled products of iron (width>/=600mm)	(2 902 973)
19 303	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(2 792 842)
1 218	'8517	Electric appliances for line telephony	(2 383 869)
51	'8408	Diesel or semi-diesel engines	(2 282 247)
479	'8708	Parts & accessories of motor vehicles	(2 052 371)
1 054	'7403	Refined copper and copper alloys, unwrought	(1 883 764)
7	'3902	Polymers of propylene in primary forms	(1 759 454)
-	'2711	Petroleum gases	(1 752 107)
1 230	'8471	Automatic data processing machines; optical readers, etc.	(1 741 625)
1 641	'7601	Unwrought aluminum	(1 348 150)
72	'3901	Polymers of ethylene, in primary forms	(1 317 893)
200	'8531	Electric sound/visual signaling appliance (e.g. bell/siren, fire alarms)	(1 249 037)
3 478	'1001	Wheat	(1 246 507)
9 864	'8802	Aircraft (helicopter, airplanes) & spacecraft (satellites)	(1 078 437)
-	'5201	Cotton, not combed	(1 002 786)

AVERAGE ANNUAL CENTRAL ASIAN COUNTRIES' TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2007-2009, (THOUSAND US\$)

Georgia's Exports 2007-2009 (US\$, thousand)	Code	Product	Trade Balance Sum 2007-2009 (US\$, thousand)
729	'7305	Tubes & pipe, external diameter >406.4mm, of iron & steel	(2 044 150)
64 154	'8703	Cars (including trailers)	(1 634 912)
4 218	'7304	Tubes, pipes and hollow profiles, seamless, of iron or steel	(1 000 808)
19 303	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(926 504)
479	'8708	Parts & accessories of motor vehicles	(810 148)
553	'7308	Structures (rods, angle, plates) of iron & steel	(753 995)
1 505	'8704	Trucks, motor vehicles for the transport of goods	(650 743)
368	'8481	Taps, cocks, valves for pipes, tank, including pressure reducing valves	(634 126)
510	'8414	Air and vacuum pumps	(596 843)
2 141	'8429	Self-propelled bulldozers, angle dozers, graders, excavators, etc.	(548 649)
323	'8413	Pumps for liquids; liquid elevators	(522 747)
1 218	'8517	Electric appliances for line telephony	(475 399)
319	'8421	Centrifuges, including centrifugal dryers; filtering/purifying machinery	(452 371)
18 003	'4407	Wood sawn/chipped lengthwise, sliced/peeled	(440 277)
1 454	'8474	Machinery for sorting/screening/washing; agglomerating	(439 758)
411	'4011	New pneumatic tires, of rubber	(437 014)
772	'8430	Moving/grading/scraping/boring machinery for earth	(431 718)
4 014	'7214	Bars & rods of iron/non-alloys	(415 207)
645	'8705	Motor vehicles (firefighting vehicles, cranes, lorries)	(413 438)

AVERAGE ANNUAL BLACK SEA COUNTIES' TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2007-2009, (THOUSAND US\$)

Georgia's Exports 2007- 2009 (US\$, thousand)	Code	Product	Trade Balance Sum 2007-2009 (US\$, thousand)
26 597	'2709	Crude petroleum oils	(12 280 682)
-	'2711	Petroleum gases	(10 319 725)
64 154	'8703	Cars (including trailers)	(5 610 589)
19 303	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(3 884 910)
1 799	'2710	Petroleum oils, not crude	(2 147 626)
1 505	'8704	Trucks, motor vehicles for the transport of goods	(1 963 585)
291	'2701	Coal	(1 850 158)
1 218	'8517	Electric appliances for line telephony	(1 270 077)
592	'8701	Tractors	(1 137 088)
479	'8708	Parts & accessories of motor vehicles	(1 036 012)
56	'0203	Meat of pig fresh, chilled or frozen	(969 508)
3	'8707	Bodies for motor vehicles	(958 175)
1 230	'8471	Automatic data processing machines; optical readers, etc.	(950 674)
848	'2602	Manganese ores and concentrates etc.	(784 515)
27	'7210	Flat-rolled products of iron width \geq 600mm, clad, plated or coated	(769 713)
2 141	'8429	Self-propelled bulldozers, angle dozers, graders, excavators, etc.	(714 797)
86 449	'2603	Copper ores and concentrates	(696 418)
2 954	'8479	Machines & mechanical appliances having individual functions	(666 740)
68	'8443	Printing machinery	(580 265)

AVERAGE ANNUAL MIDDLE EAST COUNTIES' 1 TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2008-2010, (THOUSAND US\$)

Georgia's Exports 2008-2010 (US\$, thousand)	Code	Product	Trade Balance Sum 2008-2010 (US\$, thousand)
29981	'2709	Crude petroleum oils	(8 642 542)
41222	'8703	Cars (including trailers)	(5 778 572)
2073	'2710	Petroleum oils, not crude	(5 161 420)
1612	'1001	Wheat	(2 703 166)
448	'2701	Coal	(1 597 600)
774	'1005	Maize (corn)	(1 452 886)
1072	'8517	Electric appliances for line telephony	(1 379 682)
799	'8704	Trucks, motor vehicles for the transport of goods	(1 368 774)
1570	'7207	Semi-finished products of iron or non-alloy steel	(1 250 209)
22116	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(1 238 658)
13168	'4407	Wood sawn/chipped lengthwise, sliced/peeled	(1 226 088)
1297	'8471	Automatic data processing machines; optical readers, etc.	(1 009 712)
15603	'7214	Bars & rods of iron	(961 425)
0	'2711	Petroleum gases	(935 814)
100318	'7204	Ferrous waste and scrap	(910 233)
659	'7326	Articles of iron or steel	(909 541)
101	'0202	Meat of cattle animals, frozen	(897 329)
331	'8708	Parts & accessories of motor vehicles	(882 665)
0	'1201	Soya beans, whether or not broken	(813 113)

AVERAGE ANNUAL MIDDLE EAST COUNTRIES' 2 TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2008-2010, (THOUSAND US\$)

Georgia's Exports 2008-2010 (US\$, thousand)	Code	Product	Trade Balance Sum 2008-2010 (US\$, thousand)
41222	'8703	Cars (including trailers)	(2 976 837)
1570	'7207	Semi-finished products of iron or non-alloy steel	(2 026 178)
331	'8708	Parts & accessories of motor vehicles	(1 779 394)
2073	'2710	Petroleum oils, not crude	(1 726 869)
1612	'1001	Wheat	(1 700 303)
1072	'8517	Electric appliances for line telephony	(1 561 195)
30	'7208	Flat-rolled products of iron width>/=600mm	(1 335 828)
54	'1006	Rice	(1 298 520)
799	'8704	Trucks, motor vehicles for the transport of goods	(1 245 687)
677	'8411	Turbo-jets, turbo-propellers and other gas turbines	(1 231 112)
22116	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(932 345)
406	'8414	Air and vacuum pumps	(912 309)
2614	'1701	Cane or beet sugar and chemically pure sucrose, in solid form	(908 607)
3395	'7304	Tubes, pipes and hollow profiles	(903 860)
774	'1005	Maize (corn)	(853 462)
15603	'7214	Bars & rods of iron	(808 852)
225	'8481	Taps, cocks, valves for pipes, including pressure reducing valves	(737 347)
95	'7210	Flat-rolled prod of iron width>/=600mm, plated or coated	(691 384)
938	'8413	Pumps for liquids; liquid elevators	(678 373)
402	'8701	Tractors	(659 605)

AVERAGE ANNUAL MIDDLE EAST COUNTIES' 3 TRADE BALANCE VERSUS GEORGIA'S EXPORTS IN 2008-2010, (THOUSAND US\$)

Georgia's Exports 2008-2010 (US\$, thousand)	Code	Product	Trade Balance Sum 2008-2010 (US\$, thousand)
41222	'8703	Cars (including trailers)	(19 745 410)
29	'7113	Articles of jewelry& parts thereof	(6 273 322)
1072	'8517	Electric appliances for line telephony	(6 268 410)
5861	'8802	Aircraft (helicopter, airplanes) & spacecraft (satellites)	(4 413 095)
1297	'8471	Automatic data processing machines; optical readers, etc.	(3 824 946)
677	'8411	Turbo-jets, turbo-propellers and other gas turbines	(3 684 375)
799	'8704	Trucks, motor vehicles for the transport of goods	(3 321 021)
15603	'7214	Bars & rods of iron	(3 104 399)
225	'8481	Taps, cocks, valves for pipes, including pressure reducing valves	(2 745 340)
22116	'3004	Medicament mixtures (not 3002, 3005, 3006), put in dosage	(2 606 884)
900	'8544	Insulated wires/cables	(2 481 512)
1160	'8431	Machinery parts (84.25 to 84.30)	(2 359 832)
54	'1006	Rice	(2 323 603)
3395	'7304	Tubes, pipes and hollow profiles	(2 237 027)
288	'4011	New pneumatic tires, of rubber	(2 169 089)
331	'8708	Parts & accessories of motor vehicles	(2 167 700)
752	'7308	Structures (rods, angle, plates) of iron & steel	(2 040 604)
143	'0207	Meat & edible offal of poultry meat	(2 025 374)
11090	'8803	Aircraft parts	(2 012 142)

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