

A Comparative Analysis of the International Competitiveness of China's Honey Trade

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Abstract: The purpose of this essay is to comprehensively understand the development in China's apiculture and honey trade, make clear the comparative advantage in honey trade competition between China and her major competitors, and provide a reference for promoting the stable development of our beekeeping and honey trade. Using the latest information provided by FAOSTAT, China Statistical Yearbook and etc., taking into account of the field research data of China's apiculture development, and applying study methods including analysis of market share, RSCA, CCI and etc., this essay makes a comprehensive evaluation and analysis of the new changes in the international competitiveness in honey trade both of China and other major competitors. The results show that: (1) In terms of market share, China's honey competitiveness in the world and major markets has declined since 2002 because the EU put a honey embargo on our country. Our honey enjoys the largest competitive advantage in Japan; In the United States we also have an edge, only second to Canada with a slight margin, but higher than Argentina and Mexico; while in Germany there is no competitive edge for China. (2) In terms of RSCA, the numerical value of China's RSCA always lingers around 0.3 since 2002, which was only higher than Canada, but absolutely lower than Argentina, weaker than Mexico, showing China's weak competitive advantage at this aspect. (3) The comprehensive competence index shows that China's comprehensive competitiveness has been on the rise since 2002 and now we have surpassed Canada, only weaker than Argentina. The reason is that the quality of our honey and the marketing ability of our honey trade have improved since 2002. Therefore, the authors suggest in conclusion that to improve China's international competitiveness of honey trade, China learn to compete in the quality and marketing ability instead of depending on low price as we have been doing, so that we could turn a trade disadvantage into an advantage. At last, the paper puts forward six to-the-point proposals to enhance the international competitiveness of China's honey trade.

Key Words: Honey trade; International competitiveness; Market share; Revealed symmetric comparative advantage index (RSCA); Comprehensive competence index (CCI)

我国蜂蜜贸易国际竞争力的比较分析

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内容摘要: 为了全面地了解我国蜂蜜产业及贸易发展状况,明确我国和主要竞争国蜂蜜竞争的比较优势,为促进我国蜂业和蜂蜜贸易的稳定发展提供参考。本文根据 FAOSTAT 和中国统计年鉴等提供的最新数据,并结合我国蜂业发展的实地调研资料,运用市场占有率、显示性对称比较优势分

析和综合竞争力分析等研究方法，对我国蜂蜜国际竞争力的新变化进行综合测算和分析。结果表明：（1）从市场占有率来看，2002 年以来受欧盟禁运的影响，我国蜂蜜在世界和主要市场的竞争力均有所下降。其中，我国在日本市场最具竞争优势；在美国有较强的竞争力，仅较加拿大略低，而高于阿根廷和墨西哥；在德国则不具备竞争优势。（2）从显示性对称比较优势指数来看，2002 年后我国蜂蜜的 RSCA 数值维持在 0.3 的水平，绝对低于阿根廷，弱于墨西哥，仅高于加拿大，竞争优势较弱。（3）从综合竞争力指数看，2002 年后我国蜂蜜的竞争力不降反升，已超越加拿大，仅比阿根廷弱。原因是由于 2002 年以来我国蜂蜜质量的整体提高和蜂蜜营销能力的增强，直接导致国际竞争力得到提高。因此，要提高我国蜂蜜的国际竞争力就要转变长期依靠价格竞争的方式，着重蜂产品质量和企业营销能力两个方面的提高，变贸易劣势为优势。最后，文章针对性地提出了一些增强我国蜂蜜国际竞争力的六条建议。

关键词：蜂蜜贸易；国际竞争力；市场占有率；显示性对称比较优势指数；

综合竞争力指数