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TURKEY'S EXPORT PERFORMANCE 1: Weaker Competitiveness, Faster Adaptation

Domestic demand driven growth in Turkey in the aftermaths of the global crisis, though perceptible in the context of the developments in the world, brings risks about the sustainability of economic growth. Therefore, the acceleration of the exports on a stable path gains importance. In this context, *competitiveness* and *adaptation* to emerging markets comes to the fore as two key concepts. An assessment of Turkey's export performance with reference to these concepts needs to involve the answers to the following questions:

- 1) How do we measure the competitiveness and adaptation of exports?
- 2) How does the competitiveness and adaptation of Turkey's exports evolve?

This first policy note of the series devoted to investigate Turkey's export performance seeks an answer to the above questions and conducts a comparative analysis for Turkey and other countries in the same income group.

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Competitiveness and Adaptation of Exports

Review of the relevant literature reveals that export performance can mainly be decomposed into three factors:

- External factors: The share of the export destinations and export goods in the world trade volume might have changed, which not necessarily implies a change in Turkey's competitiveness or export policy.
- Adaptation: Exports to emerging destinations might have increased (decreased) upon (upon the lack of) successful monitoring of the developments about the world trade.
- Competitiveness: Market share in the export destinations and export goods might have changed.

The present study decomposed Turkey's export performance on the basis of the sub-items of The Trade Performance Index³ issued by the International Trade Center (ITC) and compared Turkey's performance for the periods 2000-2005 and 2005-2009. This analysis revealed that Turkey's ranking decreased from the 8th place to 18th in terms of competitiveness whereas the adaptation to the emerging markets increased from 14th place to 4th. Particularly in the 2007-2009 period, that is, the crisis period, a substantial drop in competitiveness and a remarkable improvement in adaptation was observed. With this perspective, it is possible to state that in the last decade Turkey's export performance was characterized by weaker competitiveness and faster adaptation.

Table 1. Competitiveness and Adaptation Performance of Turkey's Export

| | Competitiveness | Ranking | Adaptation | Ranking |
|------------------|------------------------|----------------|-------------------|----------------|
| 2000-2005 | 0.0022 | 8 | 0.0001 | 14 |
| 2005-2009 | 0.0009 | 18 | 0.0003 | 4 |
| 2007-2009 | 0.0004 | 21 | 0.0002 | 4 |

Source: UN Comtrade Database, ITC The Trade Performance Index, TEPAV Calculations

How did Turkey Ensure Fast Adaptation?

The analysis of the recent improvement in adaptation indicates that, though Turkey's exports in medium-technology goods to the Middle East, North Africa and Asia increased, the driving factor was low-technology exports⁴. Therefore, the technology content of Turkey's exports to the mentioned regions evolved in favor of low-technology goods.

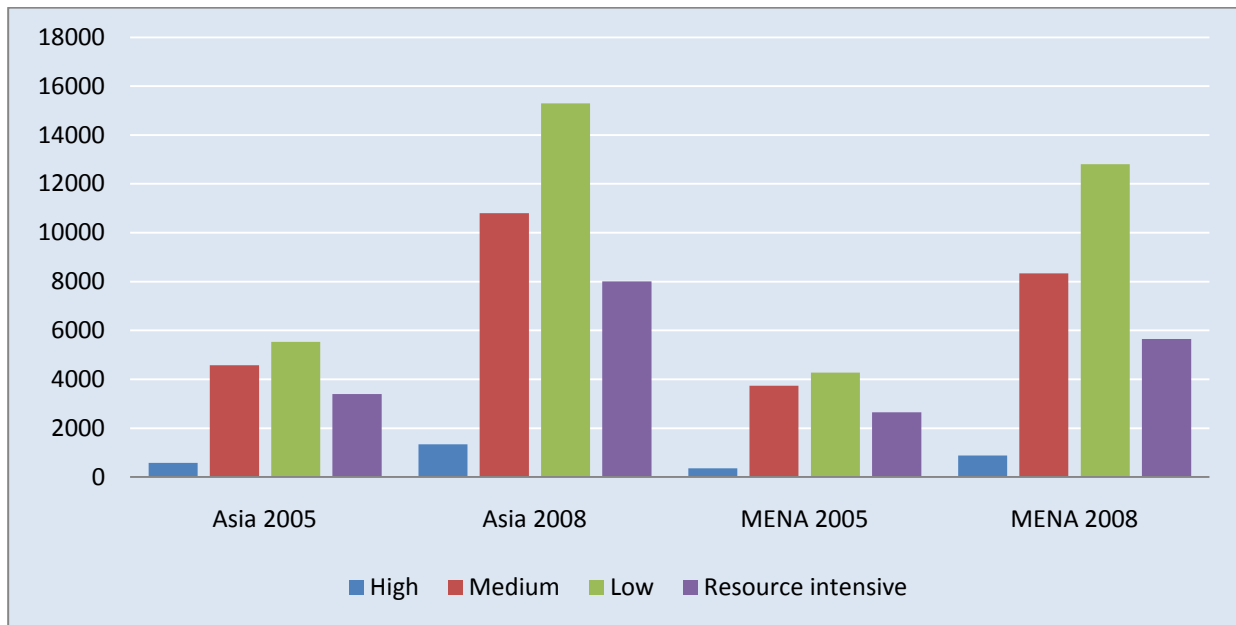
³ For technical information on the Trade Performance Index, please see:

http://www.intracen.org/appli/TradeCom/Documents/TPI_Notes.pdf

⁴ This may result from the market characteristics of the Middle East and Asia regions. Consumption baskets of the low-income countries are generally less technology intensive compared to the high-income countries. If the mentioned markets will continue to grow, it should be debated whether this contributes negatively to the production pattern of Turkey.

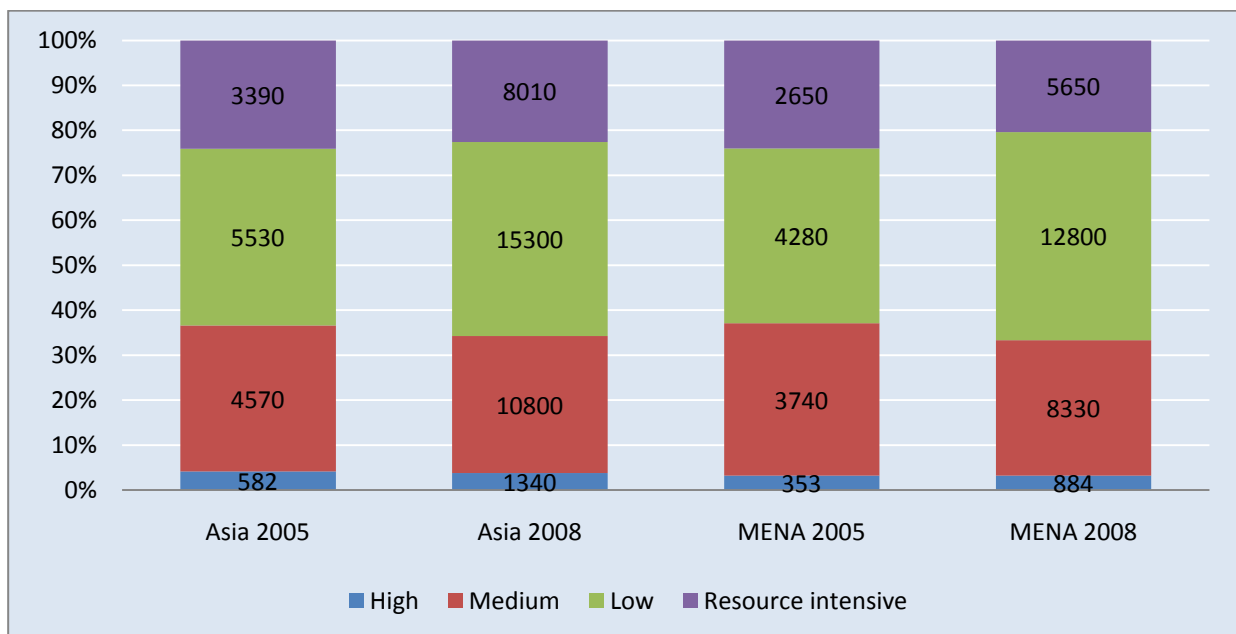
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Figure 1. Technology Intensity of Turkey's Exports to the Middle East and North Africa and Asia, million US\$, 2005-2008



Source: UN Comtrade Database, UNIDO export good technological ranking, TEPAV Calculations

Figure 2. Composition of Turkey's exports to the North Africa and Asia by Technology Intensity, 2005-2008



Source: UN Comtrade Database, UNIDO export good technological ranking, TEPAV Calculations

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Competitiveness and Adaptation: A Comparative Analysis

The findings addressed above imply that Turkey has offset the loss in competitiveness via the improvements in the adaptation to new and emerging markets. The competitiveness and adaptation index values for Turkey and for other countries in the upper-middle income group are given in a comparative framework in Table 2.

Table 2. Turkey's Trade Performance Compared to Countries in the Upper-Middle Income Group

| | 2000-2005 | | | | 2005-2009 | | | | 2007-2009 | | | |
|---------------|-----------------|----------|---------------|----------|-----------------|----------|---------------|----------|-----------------|----------|---------------|----------|
| | Competitiveness | Ranking | Adaptation | Ranking | Competitiveness | Ranking | Adaptation | Ranking | Competitiveness | Ranking | Adaptation | Ranking |
| Argentina | 0.0000 | 16 | 0.0001 | 5 | -0.0004 | 20 | -0.0003 | 19 | -0.0001 | 18 | -0.0003 | 19 |
| Azerbaijan | 0.0000 | 15 | 0.0000 | 15 | 0.0009 | 4 | -0.0002 | 18 | 0.0007 | 3 | 0.0000 | 11 |
| Belarus | -0.0001 | 18 | -0.0004 | 21 | 0.0000 | 13 | 0.0000 | 12 | 0.0001 | 9 | 0.0000 | 10 |
| Brazil | 0.0032 | 1 | -0.0001 | 18 | -0.0005 | 21 | 0.0003 | 1 | -0.0003 | 20 | 0.0002 | 2 |
| Bulgaria | 0.0003 | 11 | 0.0000 | 16 | 0.0002 | 8 | 0.0000 | 7 | 0.0001 | 10 | 0.0000 | 6 |
| Algeria | 0.0003 | 10 | -0.0002 | 19 | -0.0001 | 17 | -0.0001 | 14 | -0.0003 | 21 | 0.0000 | 13 |
| S. Africa | 0.0009 | 6 | -0.0004 | 22 | -0.0003 | 19 | 0.0000 | 4 | -0.0001 | 17 | -0.0001 | 16 |
| Kazakhstan | 0.0004 | 7 | 0.0004 | 2 | 0.0011 | 3 | -0.0001 | 13 | 0.0000 | 11 | 0.0002 | 3 |
| Colombia | -0.0001 | 17 | 0.0000 | 11 | 0.0007 | 7 | -0.0001 | 17 | 0.0006 | 6 | -0.0001 | 17 |
| Costa Rika | -0.0001 | 19 | 0.0001 | 9 | -0.0001 | 18 | 0.0000 | 10 | -0.0001 | 19 | 0.0000 | 9 |
| Lithuania | 0.0004 | 8 | 0.0000 | 10 | 0.0001 | 10 | 0.0000 | 5 | 0.0002 | 8 | 0.0000 | 12 |
| Lebanon | 0.0000 | 13 | 0.0000 | 13 | 0.0000 | 11 | 0.0000 | 9 | 0.0000 | 14 | 0.0000 | 5 |
| Malaysia | -0.0007 | 20 | -0.0003 | 20 | -0.0001 | 16 | -0.0005 | 20 | 0.0006 | 5 | -0.0007 | 21 |
| Mexico | -0.0012 | 22 | 0.0003 | 3 | 0.0037 | 2 | -0.0008 | 21 | 0.0020 | 1 | -0.0005 | 20 |
| Panama | 0.0000 | 14 | 0.0000 | 12 | 0.0000 | 15 | 0.0000 | 8 | 0.0000 | 16 | 0.0000 | 8 |
| Peru | 0.0003 | 9 | 0.0001 | 7 | 0.0001 | 9 | -0.0001 | 15 | 0.0000 | 12 | -0.0001 | 18 |
| Romania | 0.0009 | 5 | -0.0001 | 17 | 0.0008 | 6 | 0.0000 | 11 | 0.0006 | 4 | 0.0000 | 14 |
| Russia | 0.0018 | 3 | 0.0011 | 1 | 0.0044 | 1 | -0.0029 | 22 | 0.0016 | 2 | -0.0020 | 22 |
| Chile | 0.0009 | 4 | 0.0001 | 4 | 0.0000 | 14 | 0.0001 | 3 | -0.0003 | 22 | 0.0001 | 4 |
| Turkey | 0.0022 | 2 | 0.0001 | 6 | 0.0009 | 5 | 0.0003 | 2 | 0.0004 | 7 | 0.0002 | 1 |
| Uruguay | 0.0000 | 12 | 0.0000 | 14 | 0.0000 | 12 | -0.0001 | 16 | 0.0000 | 13 | -0.0001 | 15 |
| Venezuela | -0.0012 | 21 | 0.0001 | 8 | -0.0005 | 22 | 0.0000 | 6 | 0.0000 | 15 | 0.0000 | 7 |

Source: UN Comtrade Database, ITC The Trade Performance Index, TEPAV Calculations

The results of the comparison among upper-middle income group as presented above are in parallel with the previous findings. Even through Turkey's competitiveness ranking among the group decreased from the 2nd place to the 5th; this is mitigated by an impressive ability of adaptation. Also, it is seen that countries in the top steps of the ladder with respect to competitiveness for the 2005-2009 period mainly export resource-oriented goods.

It is revealed that in the period of the global crisis between 2007 and 2009, Turkey's competitiveness deteriorated slightly further whereas the country earned the leader position with respect to the adaptation to new markets. It is striking that in this crisis period, Mexico, Romania, Malaysia and Colombia performed better than Turkey in regards to competitiveness.

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Conclusion and Evaluation

This first policy note of the series devoted to investigate Turkey's export performance examined the competitiveness and adaptation of exports, two critical factors needed for sustainable and strong export performance. As also maintained in the introduction, adaptation calculates the ability of a country to adjust exports to the changes in the world demand. Competitiveness refers to the gains in exports with increases in the market share in export destinations as well as in export goods. The decomposition of the overall export performance on the basis of these two factors is of importance as it presents an export dynamic net of external factors.

Findings about Turkey and other countries in the same income group maintain that although Turkey lost pace in competitiveness in the last five years, it made a great breakthrough with respect to the adaptation to new and emerging markets. Furthermore, it should be noted that the exports of the countries ranking above Turkey in the competitiveness index are dominated by resource-intensive goods. On the other hand, it is also critical to realize that competitiveness have weakened further in the recent period signified by the global crisis.

Examination of Turkey's adaptation performance reveals that the determinant factor was the increase in the volume of exports to Middle East, North Africa and Asia. Part of the additional trade volume is composed of medium-technology exports; however, the main contribution is made by low-technology exports. Therefore, one must be cautious in assessing the short and long term implications of this outlook characterized by lack of competitiveness gains and successful adaptation ensured via expanding markets for mainly low-technology exports.

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Table 1 Export Performance of 76 Countries by Income Group

| | | 2000-2005 | | | | 2005-2009 | | | | 2007-2009 | | | |
|--------------------------|-------------|-----------------|---------|------------|---------|-----------------|---------|------------|---------|-----------------|---------|------------|---------|
| | | Competitiveness | Ranking | Adaptation | Ranking | Competitiveness | Ranking | Adaptation | Ranking | Competitiveness | Ranking | Adaptation | Ranking |
| HIGH | Australia | -0.0012 | 61 | -0.0002 | 56 | 0.0008 | 19 | -0.0001 | 44 | 0.0012 | 12 | 0.0000 | 24 |
| | Austria | 0.0005 | 16 | -0.0001 | 53 | -0.0006 | 64 | -0.0002 | 54 | 0.0002 | 27 | -0.0003 | 62 |
| | Belgium | 0.0016 | 10 | 0.0004 | 10 | -0.0019 | 69 | -0.0007 | 71 | -0.0006 | 69 | -0.0004 | 66 |
| | Canada | -0.0050 | 72 | 0.0009 | 4 | -0.0015 | 68 | 0.0000 | 18 | -0.0001 | 60 | -0.0004 | 64 |
| | Hong Kong | -0.0048 | 71 | -0.0012 | 75 | -0.0025 | 70 | 0.0001 | 8 | -0.0004 | 66 | -0.0001 | 53 |
| | Macao | -0.0002 | 51 | 0.0000 | 27 | -0.0002 | 55 | 0.0000 | 12 | -0.0001 | 59 | 0.0000 | 14 |
| | Croatia | 0.0001 | 35 | 0.0000 | 43 | 0.0000 | 46 | 0.0000 | 37 | 0.0000 | 42 | 0.0000 | 28 |
| | Czech Rep. | 0.0029 | 6 | -0.0002 | 60 | 0.0023 | 8 | -0.0005 | 66 | 0.0012 | 11 | -0.0002 | 58 |
| | Denmark | 0.0002 | 29 | -0.0003 | 62 | -0.0005 | 60 | -0.0003 | 58 | 0.0002 | 23 | -0.0001 | 52 |
| | Finland | -0.0012 | 63 | 0.0001 | 18 | -0.0011 | 65 | 0.0002 | 6 | -0.0009 | 71 | 0.0001 | 8 |
| | France | -0.0058 | 73 | -0.0010 | 72 | -0.0040 | 74 | -0.0004 | 61 | -0.0002 | 62 | -0.0005 | 67 |
| | Germany | 0.0061 | 2 | -0.0009 | 71 | 0.0027 | 7 | 0.0000 | 14 | 0.0040 | 2 | -0.0017 | 75 |
| | Greece | -0.0001 | 48 | -0.0001 | 55 | -0.0001 | 52 | -0.0001 | 40 | 0.0000 | 54 | 0.0000 | 29 |
| | Hungary | 0.0012 | 11 | 0.0001 | 17 | 0.0010 | 15 | -0.0001 | 46 | 0.0004 | 22 | 0.0000 | 30 |
| | Ireland | -0.0020 | 69 | 0.0006 | 6 | -0.0011 | 66 | 0.0001 | 9 | 0.0002 | 25 | 0.0001 | 7 |
| | Israel | -0.0006 | 55 | 0.0000 | 26 | 0.0001 | 34 | -0.0003 | 57 | 0.0000 | 46 | -0.0001 | 56 |
| | Italy | -0.0027 | 70 | -0.0010 | 74 | -0.0026 | 72 | -0.0006 | 70 | -0.0021 | 73 | -0.0003 | 61 |
| | Japan | -0.0166 | 75 | 0.0006 | 7 | -0.0083 | 76 | -0.0006 | 67 | -0.0046 | 76 | -0.0001 | 45 |
| | Luxemburg | 0.0000 | 44 | 0.0000 | 41 | -0.0001 | 51 | 0.0000 | 31 | 0.0000 | 39 | 0.0000 | 32 |
| | Netherlands | 0.0049 | 3 | -0.0010 | 73 | 0.0033 | 6 | -0.0008 | 74 | 0.0013 | 10 | -0.0004 | 65 |
| | New Zealand | 0.0002 | 31 | -0.0001 | 52 | -0.0001 | 49 | -0.0001 | 42 | 0.0000 | 43 | 0.0000 | 31 |
| | Norway | -0.0011 | 60 | -0.0006 | 69 | 0.0002 | 25 | 0.0001 | 7 | 0.0001 | 30 | 0.0000 | 33 |
| | Amman | -0.0008 | 59 | -0.0007 | 70 | 0.0018 | 12 | -0.0013 | 75 | 0.0018 | 8 | -0.0016 | 74 |
| | Poland | 0.0032 | 4 | -0.0001 | 50 | 0.0034 | 5 | -0.0004 | 63 | 0.0021 | 6 | -0.0002 | 60 |
| | Portugal | -0.0004 | 53 | 0.0000 | 38 | 0.0001 | 32 | -0.0001 | 41 | 0.0001 | 29 | -0.0001 | 42 |
| | S. Korea | -0.0015 | 66 | 0.0015 | 2 | 0.0016 | 13 | 0.0000 | 30 | 0.0025 | 4 | -0.0007 | 70 |
| | Singapore | -0.0005 | 54 | 0.0000 | 20 | -0.0003 | 56 | -0.0006 | 69 | -0.0005 | 68 | -0.0009 | 71 |
| | Slovakia | 0.0010 | 12 | -0.0001 | 48 | 0.0019 | 10 | -0.0002 | 56 | 0.0009 | 14 | -0.0002 | 57 |
| | Slovenia | 0.0002 | 26 | 0.0000 | 40 | 0.0001 | 29 | 0.0000 | 34 | 0.0000 | 48 | 0.0000 | 19 |
| | Spain | 0.0003 | 21 | -0.0004 | 67 | 0.0001 | 28 | -0.0002 | 55 | 0.0004 | 20 | -0.0002 | 59 |
| Sweden | -0.0016 | 67 | -0.0004 | 64 | -0.0015 | 67 | -0.0004 | 62 | -0.0008 | 70 | -0.0001 | 55 | |
| Switzerland | -0.0008 | 58 | -0.0002 | 59 | 0.0009 | 16 | -0.0001 | 49 | 0.0009 | 13 | -0.0001 | 43 | |
| Trinidad Tobago | 0.0002 | 27 | 0.0000 | 21 | 0.0001 | 27 | -0.0001 | 50 | 0.0000 | 53 | -0.0001 | 44 | |
| United Arab Emirates | 0.0004 | 17 | 0.0000 | 39 | -0.0025 | 71 | 0.0028 | 1 | -0.0029 | 75 | 0.0031 | 1 | |
| United Kingdom | -0.0092 | 74 | -0.0003 | 61 | -0.0075 | 75 | -0.0004 | 60 | -0.0019 | 72 | -0.0009 | 72 | |
| United States of America | -0.0246 | 76 | 0.0025 | 1 | -0.0038 | 73 | 0.0020 | 2 | -0.0022 | 74 | 0.0020 | 2 | |

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| | | | | | | | | | | | | | |
|--------------|---------------|---------------|----------|---------------|-----------|---------------|-----------|---------------|----------|---------------|-----------|---------------|----------|
| UPPER MIDDLE | Algeria | 0.0003 | 23 | -0.0002 | 58 | -0.0001 | 53 | -0.0001 | 45 | -0.0003 | 64 | 0.0000 | 40 |
| | Argentina | 0.0000 | 45 | 0.0001 | 13 | -0.0004 | 58 | -0.0003 | 59 | -0.0001 | 58 | -0.0003 | 63 |
| | Azerbaijan | 0.0000 | 43 | 0.0000 | 37 | 0.0009 | 17 | -0.0002 | 52 | 0.0007 | 16 | 0.0000 | 37 |
| | Belarus | -0.0001 | 49 | -0.0004 | 65 | 0.0000 | 44 | 0.0000 | 36 | 0.0001 | 28 | 0.0000 | 36 |
| | Brazil | 0.0032 | 5 | -0.0001 | 51 | -0.0005 | 61 | 0.0003 | 3 | -0.0003 | 63 | 0.0002 | 5 |
| | Bulgaria | 0.0003 | 24 | 0.0000 | 45 | 0.0002 | 24 | 0.0000 | 17 | 0.0001 | 32 | 0.0000 | 15 |
| | Chile | 0.0009 | 13 | 0.0001 | 12 | 0.0000 | 45 | 0.0001 | 10 | -0.0003 | 65 | 0.0001 | 9 |
| | Colombia | -0.0001 | 47 | 0.0000 | 23 | 0.0007 | 21 | -0.0001 | 51 | 0.0006 | 19 | -0.0001 | 49 |
| | Costa Rika | -0.0001 | 50 | 0.0001 | 19 | -0.0001 | 54 | 0.0000 | 24 | -0.0001 | 61 | 0.0000 | 27 |
| | Kazakhstan | 0.0004 | 18 | 0.0004 | 9 | 0.0011 | 14 | -0.0001 | 43 | 0.0000 | 36 | 0.0002 | 6 |
| | Lebanon | 0.0000 | 39 | 0.0000 | 32 | 0.0000 | 36 | 0.0000 | 23 | 0.0000 | 40 | 0.0000 | 13 |
| | Lithuania | 0.0004 | 19 | 0.0000 | 22 | 0.0001 | 33 | 0.0000 | 15 | 0.0002 | 24 | 0.0000 | 38 |
| | Malaysia | -0.0007 | 57 | -0.0003 | 63 | -0.0001 | 50 | -0.0005 | 65 | 0.0006 | 18 | -0.0007 | 69 |
| | Mexico | -0.0012 | 64 | 0.0003 | 11 | 0.0037 | 4 | -0.0008 | 73 | 0.0020 | 7 | -0.0005 | 68 |
| | Panama | 0.0000 | 42 | 0.0000 | 28 | 0.0000 | 48 | 0.0000 | 21 | 0.0000 | 55 | 0.0000 | 22 |
| | Peru | 0.0003 | 20 | 0.0001 | 15 | 0.0001 | 30 | -0.0001 | 47 | 0.0000 | 37 | -0.0001 | 51 |
| | Romania | 0.0009 | 14 | -0.0001 | 49 | 0.0008 | 20 | 0.0000 | 26 | 0.0006 | 17 | 0.0000 | 41 |
| | Russia | 0.0018 | 9 | 0.0011 | 3 | 0.0044 | 2 | -0.0029 | 76 | 0.0016 | 9 | -0.0020 | 76 |
| | S. Africa | 0.0009 | 15 | -0.0004 | 66 | -0.0003 | 57 | 0.0000 | 11 | -0.0001 | 56 | -0.0001 | 48 |
| | Turkey | 0.0022 | 8 | 0.0001 | 14 | 0.0009 | 18 | 0.0003 | 4 | 0.0004 | 21 | 0.0002 | 4 |
| Uruguay | 0.0000 | 37 | 0.0000 | 35 | 0.0000 | 43 | -0.0001 | 48 | 0.0000 | 38 | -0.0001 | 47 | |
| Venezuela | -0.0012 | 62 | 0.0001 | 16 | -0.0005 | 63 | 0.0000 | 16 | 0.0000 | 51 | 0.0000 | 18 | |
| LOWER MIDDLE | China | 0.0432 | 1 | -0.0043 | 76 | 0.0309 | 1 | -0.0007 | 72 | 0.0098 | 1 | 0.0006 | 3 |
| | Ecuador | 0.0003 | 22 | 0.0000 | 36 | 0.0001 | 26 | 0.0000 | 13 | 0.0002 | 26 | 0.0001 | 10 |
| | El Salvador | 0.0002 | 32 | 0.0000 | 44 | 0.0000 | 35 | 0.0000 | 25 | 0.0000 | 41 | 0.0000 | 20 |
| | Guatemala | 0.0002 | 33 | 0.0000 | 42 | 0.0001 | 31 | 0.0000 | 19 | 0.0001 | 31 | 0.0000 | 16 |
| | India | 0.0023 | 7 | 0.0007 | 5 | 0.0041 | 3 | -0.0005 | 64 | 0.0033 | 3 | -0.0001 | 54 |
| | Indonesia | -0.0019 | 68 | -0.0005 | 68 | 0.0021 | 9 | -0.0006 | 68 | 0.0023 | 5 | -0.0011 | 73 |
| | Iraq | -0.0006 | 56 | -0.0002 | 57 | 0.0000 | 42 | 0.0000 | 22 | 0.0000 | 49 | 0.0000 | 21 |
| | Jordan | 0.0002 | 28 | 0.0000 | 29 | 0.0000 | 41 | 0.0000 | 20 | 0.0000 | 52 | 0.0000 | 26 |
| | Morocco | -0.0002 | 52 | 0.0000 | 33 | 0.0000 | 38 | 0.0000 | 35 | 0.0001 | 34 | 0.0000 | 39 |
| | Pakistan | 0.0002 | 30 | -0.0001 | 47 | 0.0000 | 47 | 0.0000 | 32 | 0.0001 | 33 | 0.0000 | 11 |
| | Philippines | -0.0015 | 65 | 0.0005 | 8 | -0.0005 | 62 | -0.0001 | 39 | -0.0005 | 67 | -0.0001 | 50 |
| | Sudan | 0.0000 | 36 | 0.0000 | 24 | 0.0004 | 22 | 0.0000 | 33 | 0.0000 | 50 | 0.0000 | 17 |
| | Thailand | 0.0002 | 25 | 0.0000 | 30 | 0.0019 | 11 | 0.0002 | 5 | 0.0008 | 15 | 0.0000 | 25 |
| | Tunisia | 0.0001 | 34 | -0.0001 | 46 | 0.0002 | 23 | -0.0001 | 38 | 0.0001 | 35 | 0.0000 | 34 |
| | Ukraine | -0.0001 | 46 | -0.0001 | 54 | -0.0004 | 59 | -0.0002 | 53 | -0.0001 | 57 | 0.0000 | 35 |
| LOW | Ethiopia | 0.0000 | 41 | 0.0000 | 31 | 0.0000 | 40 | 0.0000 | 27 | 0.0000 | 44 | 0.0000 | 12 |
| | Kenya | 0.0000 | 40 | 0.0000 | 34 | 0.0000 | 37 | 0.0000 | 28 | 0.0000 | 45 | 0.0000 | 23 |
| | Tanzania | 0.0000 | 38 | 0.0000 | 25 | 0.0000 | 39 | 0.0000 | 29 | 0.0000 | 47 | -0.0001 | 46 |