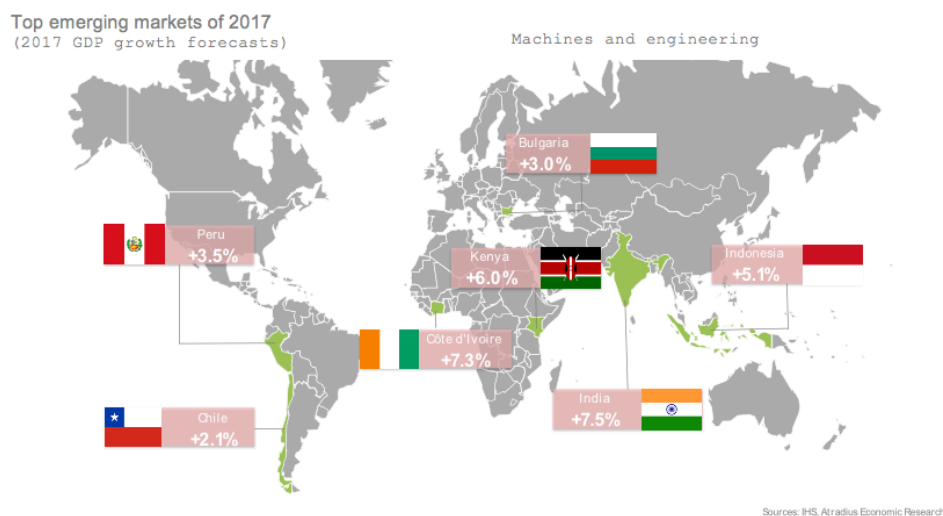


ATRADIUS REVEALS WORLD'S TOP EMERGING MARKETS Businesses advised of new opportunities within growing EMEs

Leading economists from trade credit insurer [Atradius](#) have released their assessment of the world's top emerging markets of 2017.

The new economic report reveals that India, Indonesia, Kenya, Côte d'Ivoire, Peru, Chile and Bulgaria are some of the global leading emerging market economies (EMEs) to watch. According to Atradius, these economies have been boosted by higher yields, reduced concern surrounding a hard landing of China's GDP growth and a stabilisation of commodity prices.



Despite mounting uncertainty in 2017, these markets are predicted to weather global volatility due to strong domestically-driven growth, favourable demographics and supportive policy. Each market is dominated by young, growing populations, marked by an expanding middle class which boosts consumption and increases demand for investment and imports. Meanwhile, policymaking in these EMEs is largely improving and these markets generally enjoy stable political and institutional conditions. Indonesia, Peru, India and Côte d'Ivoire particularly are undertaking business-friendly reforms.

Best performing sectors:

- **Food:** New long-term opportunities can be found in Bulgaria thanks to rising demand and a fragmented food market. Meanwhile, Kenya and Peru are also experiencing increasing demand for imported food and beverages.
- **Chemicals:** India's chemicals imports are growing substantially with a positive outlook as industrial activities grow. Higher industry and household demand is also rising in Bulgaria where 80% of chemicals are imported.

- **Construction:** Demand for infrastructure and investment growth are fuelling opportunities in all of the top EMEs largely thanks to a variety of large government infrastructure projects.
- **Retail:** Good prospects and growth are forecast in the retail sector in Côte d'Ivoire, Chile and Peru. India anticipates a boost in rural incomes which will drive demand for consumer goods.

However, while there are increasingly new opportunities for UK businesses to trade with emerging markets, Atradius cautions that as with any trading economy, new opportunities are not without new risks.

Richard Reynolds, Head of Regional Brokered Sales at Atradius, said: “The combination of strong consumption, investment-led GDP growth, increasing populations and improving policymaking offer attractive opportunities within these emerging market economies. Nevertheless, businesses must be aware of the risks of trading with new markets. While the outlook for these EMEs is currently relatively benign, they are threatened from the effects of developments in the US such as interest rate hikes and any change to trade policies made by the newly inaugurated president which might impact currency depreciations and growth.

“In today’s economy, new global opportunities must be seized upon but the key for businesses operating in these new markets is protection. Businesses must be aware of the risks and take positive action to mitigate against them with robust risk and credit management strategies.”

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